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L8: Entry 7 of 7

File: USPT

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DOCUMENT-IDENTIFIER: US 6018718 A

TITLE: Method and system for processing customized reward offers

Brief Summary Paragraph Right (3) :

Reward accrual programs promote usage of a credit card account by rewarding a card holder for account usage with either rebates or redeemable program points. In such programs, account usage is typically measured as a function of either total charge volume or total revolving credit. Generally, card holder performance is measured monthly, and rewards are distributed based on the monthly measurements.

Brief Summary Paragraph Right (11) :

A system and method for administering a tiered reward program is disclosed in U.S. Pat. No. 5,025,372 by Burton et al. The '372 patent describes a system for processing and distributing rewards based on a participant's achieving a predefined level of performance. The predefined performance levels are selected by a sponsoring company, and the rewards are limited to credits to the card holder's account. The invention disclosed by the '372 patent is constrained by the same shortcomings as other conventional tiered reward programs.